

00004

**EXECUTIVE MBA IN INTERNATIONAL
HOSPITALITY MANAGEMENT (EMBA IHM)**

Term-End Examination

December, 2017

MHY-036 : ENTREPRENEURSHIP DEVELOPMENT

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. Define Entrepreneurship. What are the qualities of a successful entrepreneur ? 20
2. What are the different types of Business Organisations ? Explain with examples. 20
3. Draw and explain the organisational chart of the kitchen in a 5 star hotel. 20
4. What is the need of a market survey before starting a hospitality venture ? Explain with examples the impact of market survey on a new hospitality venture. 20
5. Write short notes on any two : 2x10=20
 - (a) Women entrepreneurs and social developments.
 - (b) Attributes of a successful manager
 - (c) Role of financial institutions in promoting entrepreneurship.

6. Explain with examples the need of tying up with vendors, dealers and other networks for successfully operating a hospitality venture. 20
 7. Discuss the various laws that food service industry needs to comply with. 20
 8. Explain with examples how clientele consideration affect the menu planning and establishment of a new food service unit. 20
 9. Discuss the incentives provided by state and Central Government to entrepreneurs interested in starting a Hospitality Business. 20
 10. Write short notes on the following (any two) : 2x10=20
 - (a) Voluntary organisations and hospitality business.
 - (b) Royalty and Franchises in hospitality operations.
 - (c) Food Service Systems.
-